

Internship Report



Data Analysis Process Of Innovative Research & Consultancy Ltd.

Submitted To:

Suntu Kumar Ghosh
Assistant Professor
BRAC Business School
BRAC University

Submitted By:

MD. Sarower Mahabub
ID. 13264022
MBA Program
BRAC Business School
BRAC University

Date of Submission: 17th April 2016

17th April 2016

Suntu Kumar Ghosh

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali C/A, Dhaka-1212

Subject: Submission of internship report on Data Analysis Process of Innovative Research & Consultancy Ltd.

Dear Sir

I would like to thank you for assigning me this subject to prepare the internship report. This task has been given me the opportunity to explore one of the most important featuring of the Data Analysis Process of Innovative Research & Consultancy Ltd.

The topic of my report is “**Data Analysis Process of Innovative Research & Consultancy Ltd.**”, contains a comprehensive study on Data Analysis Process of Innovative Research & Consultancy Ltd. It was a great pleasure for me to work on the above-mentioned subject.

I have tried my best to make this report informative. All the information presented in this report is done with outmost sincerity and honesty. I will wholeheartedly welcome any clarification and suggestion about any view and conception disseminated in my report.

Sincerely yours,

.....

MD. Sarower Mahabub

ID: 13264022

MBA Program

BRAC Business School

BRAC University

Acknowledgement:

All admires to almighty Allah who has created me and has given me opportunities and strength to work with people. This internship report might never have been completed without the necessary practical knowledge, support of many books, articles, websites, and primary data. It enhanced my knowledge on Data Analysis Process. Thanks to all those persons, who have assisted me, providing me co-operation. I would like to express my special thanks to ***Suntu Kumar Ghosh Assistant Professor BRAC Business School, BRAC University*** for his supervision, co-operation and advises. Then I would like to thank Career Service Office (CSO) of BRAC University, where I received support of requirements of finishing the internship program and daily updates of university.

I was placed in Data Analysis team to work as an executive from September 2013. The members of Innovative Research & Consultancy Ltd. (IRC) management were very co-operative and helpful. They helped me through providing various data, guidance and direction.

Executive Summary:

There is a great supportive role of Research industry human society. It plays a vital role for the decision making of a company. The local research industry of Bangladesh is developing their services day by day by following the multinational research firm. Innovative Research and Consultancy Ltd. (IRC) is one of local research firm

Innovative Research and Consultancy Ltd. (IRC) operate their operation over 9 years. In that time it did lots of changes in this sector and it promoted many new ideas in this sector.

The report on Data Analysis Process of Innovative Research & Consultancy Ltd. The data analysis is one of the major parts of research. The competition in this business is increase day by day Innovative Research & Consultancy Ltd competitors are coming up with more innovative ideas. Also, there is much scope of improvement in its ongoing process flow.

Table of Contents

Topic	Page No.
Origin of the Study	01
Objective of the study	01
Board Objective	01
Specific Objective	01
Scope of the study	01
Limitation of the study	01
Methodology	02
Primary sources	02
Secondary sources	02
Organization Over view	03
Vision	03
Mission	03
Company History	04
Company Service	05
Quality Control Mechanism	06
Company Organogram	06
Clients	07
Projects	08
Department Overview	09
Working Process	10-11
Job Responsibilities	11
Project Work	
Introduction	12
Methodology	12
Research Design	12
Methods of Data Collection	12-13
Analysis Part	15-22
Findings	23
Recommendations	23
Limitations of the study	24
Conclusion	25
References	26

Origin of the study:

This report has been prepared as a part of the internship program which is an essential part of the MBA program under in the BRAC Business School (BBS) of BRAC University. This report was assigned by academic supervisor *Suntu Kumar Ghosh Assistant Professor BRAC Business School, BRAC University.*

Objective of the study:

Broad Objective:

The purpose of the study is to understand the practical things and to make the bridge between theoretical and practical knowledge and also analysis of Data Analysis & Processing Department of Innovative Research & Consultancy Ltd. (IRC) in terms of the Research sector. This study attempted to understand how an analysis team work in a research firm.

Specific Objective:

To find out how to analyze data for research purpose.

Scope of the study:

The scope of the study was strictly confined to the annual report & personal contact with the employees of Innovative Research & Consultancy Ltd. (IRC). To collect the information I worked in the Data analysis & processing department as a senior executive. All other data related to the report was collected from websites of IRC & other related Documents.

Limitation of the study:

In spite of related peoples willingness I could not avail the full concentration as I supposed to have. The officers are extremely busy with their assigned tasks. On the way of my study, I have faced the following problems that may be turned as the limitations of the study:

1. Not available of sufficient written documents to give a comprehensive view.
2. Lack of the time of the busy key persons, necessary data collection
3. Some useful information cannot be expressed in this report for the reason of confidentiality.

Methodology:

Methodology is the process, technique or method of observation, survey and analysis. For smooth and accurate study everyone have to follow some rules and regulation. The study assign were collected from two sources:

Primary sources:

- ✓ Practical desk work
- ✓ Face to Face conversation with developer, customer and the manager of IRC
- ✓ Direct observations.

Secondary sources:

- ✓ Files & Folders
- ✓ Daily diary (Containing my activities of practical orientation in IRC)
- ✓ Website

In my report I tried to minimize the usage of secondary data as much as possible. I have used secondary data only in the cases where it was not possible for me to use primary data.

Organization Overview:

Innovative Research & Consultancy (IRC) Limited was established and started its operation in 2006, and obtained legal registration in 2008 to cater ever-increasing need of quality Market, Social Research services in Bangladesh. With a highly dedicated team of qualitative and quantitative researchers, data analysts, and experienced data collection personnel, IRC is capable to conduct any type of qualitative and quantitative research projects in Bangladesh. Their motto is to provide our clients - high quality research at competitive cost ensuring best value for money.

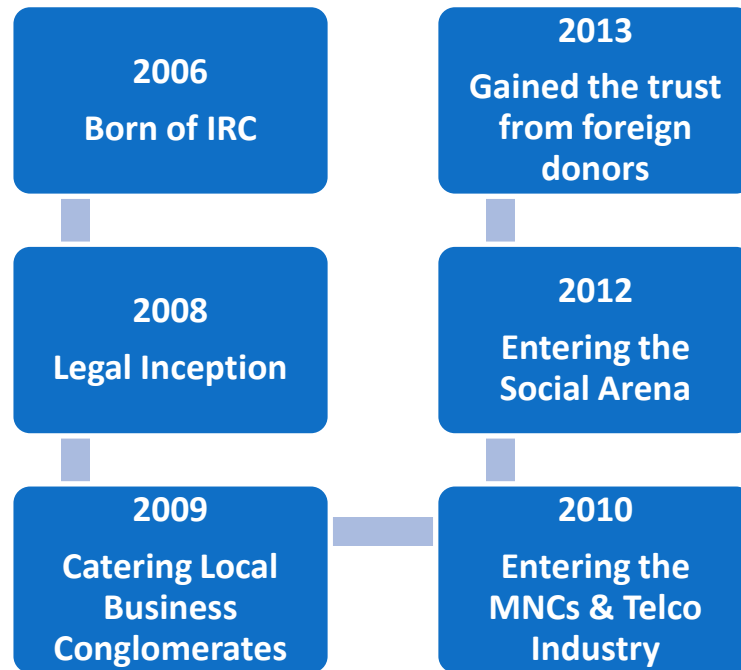
Vision:

To be a partner of our valuable clients, associates and stakeholders by assisting and providing them with insights to reduce risk in any decision making process.

Mission:

- To continuously innovate and leverage technology to bring cost effective and quality solutions to clients.
- To acquire, retain and build long-term relationship with key stakeholders.

Company History:



As of today:

1. IRC has one of the largest field setup in the country.
2. IRC is conducting the largest mystery shopping study ever conducted across 64 districts.
3. Conducting continuous study across 64 districts of the country.
4. Conducting continuous study across all the Thana/Upazilla of the country.
5. Conducting study with the largest sample size ever worked in FMCG/Telco industry.
6. Faith of foreign donor agencies.
7. Research partner of largest local conglomerate.
8. Research partner of largest financial institute of the country.
9. Study partner for prestigious knowledge hub (university) of the country.

Company Service

Basic Service:

1. Research Designing
2. Data Collection
3. Data Handling/Management
4. Advanced Data Analysis
5. Reporting
6. Consulting

QUANTI Research (customized)

1. Product/Concept Test
2. Customer/Retailer Satisfaction Study
3. Mystery Shopping
4. Usage & Attitude Study
5. Ad/Promotion Evaluation

QUALI Research

1. Focus Group Discussion
2. Depth Interview
3. Observation

Social Research

1. Baseline Survey
2. Pre and post Evaluation studies
3. Impact Assessment
4. Household Income and Expenditure Studies
5. Socio-Economic Studies
6. Migration Issue

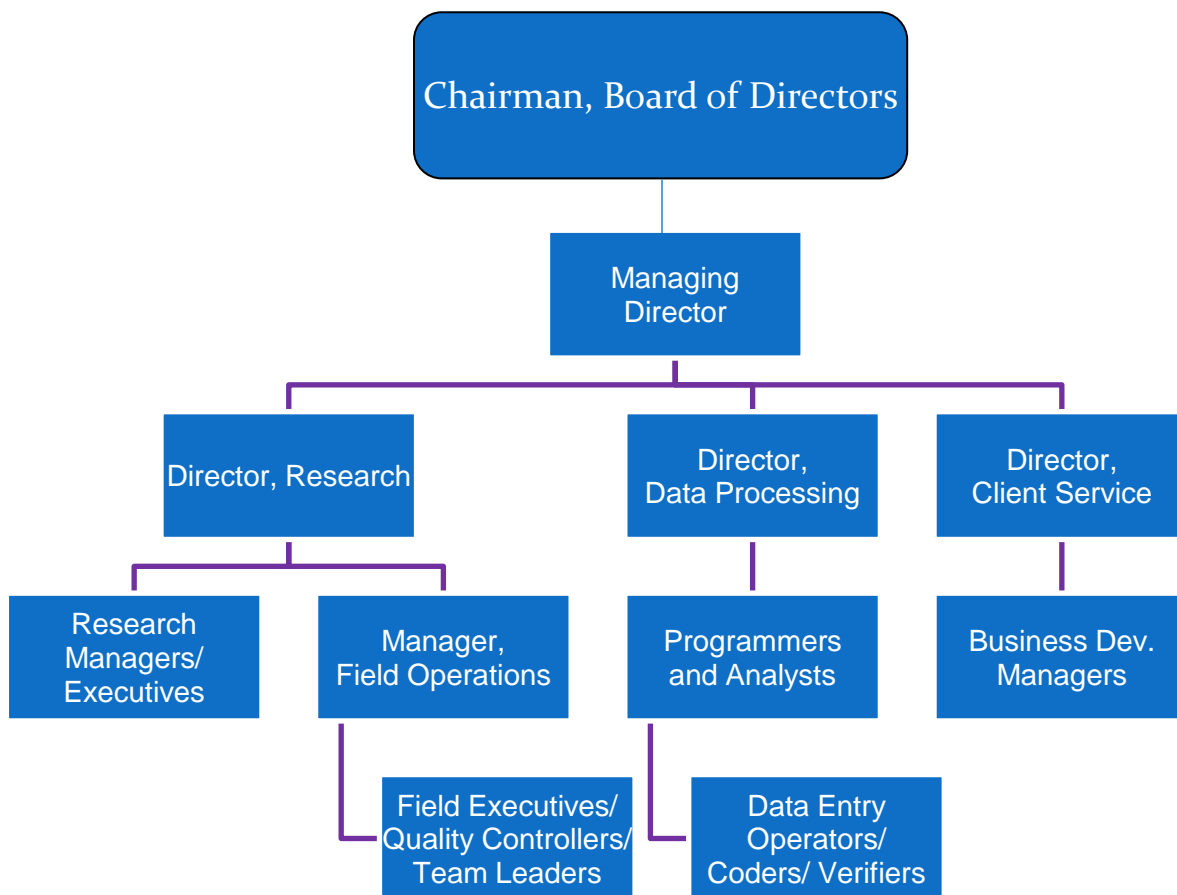
Tracking Study

1. Retail Audit/ Census
2. Consumer Tracking
3. Brand Tracking

Quality Control Mechanism:

- IRC strictly believe that only quality of information can ensure decision-oriented and effective output for any research project.
- Therefore, strong quality control measures are taken in all stages of the research – from research design to delivery of the outcomes.
- MRS and ESOMAR Code of Conducts have also been followed to maintain ethics of market and social research.

Company Organogram:



Clients:



Helping you live better

Projects:

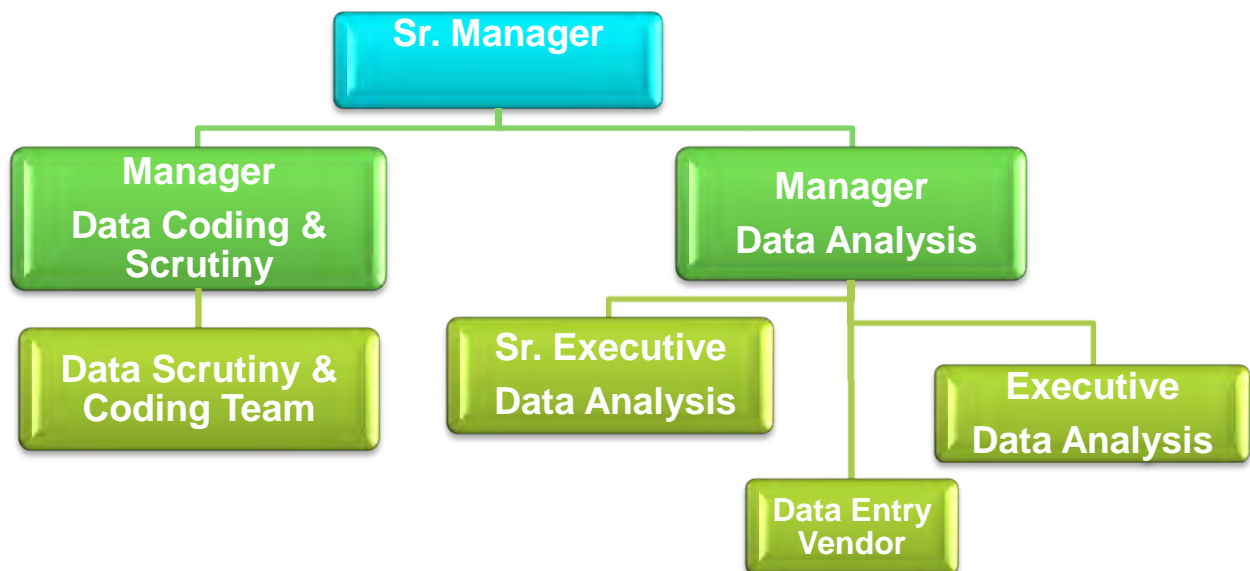
- Service Quality Measurement of BRAC Bank from 2011-2014
- Feasibility Study on Co-Branded Debit Card of BRAC Bank
- Affordable Housing Study of BRAC Bank
- Service Quality Measurement of Prime Bank from 2010-2012
- Employer of Choice Study 2012 of The City Bank
- Global Grant Governance Study of BBC Media Action
- Lifeline Intervention Study on Tornado of BBC Media Action
- User Impact of Hybrid Minipack Vegetable Seeds, Kharif 2012 of Swisscontact/ Katalyst
- Consumer Satisfaction Study on Condom of SMC
- Brand Name Study on IUD and Implant of SMC
- Business Environment and Regulation Study ILO
- Statistically Based Observation (SBO) of Barguna-2 Bi-election & 4th Upazila Election (3rd Phase) – 2014 of Democracy International
- RMG Labor Opinion Poll of Democracy International
- Strengthening Govt.'s Capacity to address health of migrants through multi-sector approach of International Organization for Migration (IOM)
- Retail Visibility Study, Territory-Wise Market Share Study (TWS) and GNPS Study of Grameenphone
- Ad Evaluation Studies of Banglalink and Citycell
- Product Test on Toilet Soap, Concept Test on Hair Oil, Ad Evaluation on Hair Oil of Square Toiletries
- Retail Audit, Retailer understanding and Consumer Satisfaction Study of Square Consumer
- Nestea Ice Tea Product Test
- Retail Census on Tiles & Sanitary Ware Market
- Feasibility Study on Branded Egg Market

- Feasibility Study on Glassware
- Feasibility Study on Ice Cream Market of Bangladesh

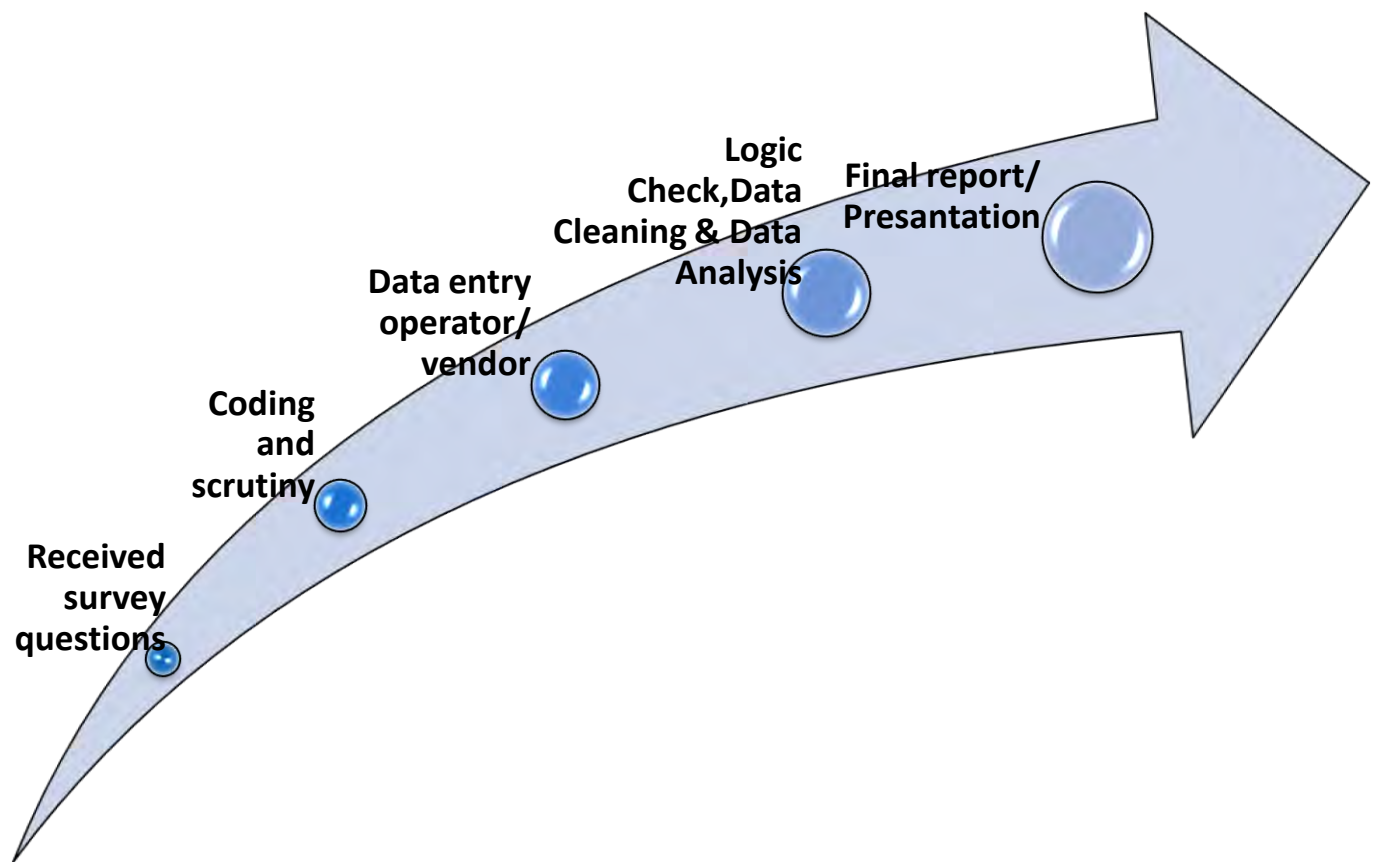
Department Overview:

Data analysis & Processing Department:

Data analysis & processing department plays a vital role in any research work. This department consider as the heart of the organization. Here the data are analyzed and convert the data into an understandable situation. The organogram of the department is given below:



Working Process:



Step 1: Firstly we received survey questions from the operation team.

Step 2: After receiving the questions, we check the questions whether they are properly fill up or not. If there is any deviation we return those questions to the operation team for back check. We give a serial number to the questions and doing coding the questions if necessary. This whole job done by a team named Coding & Scrutiny team. This team consists of 10 people. All of them are part time basis. Manager of coding & scrutiny team lead this team.

Step 3: When the coding and scrutiny is done, we provide the questions to our vendor for entry. We have 3 data entry vendors in Dhaka city. Sometimes we make arrangement of data entry inside of our office for emergency case or if the survey is too confidential. Data Analysis executive maintain the contact with the vendors.

Step 4: After completing of the data entry, we make the raw database. Then we check the data whether it's logical or not. It's known as data cleaning. If we miss something in scrutiny part here we make correction. If we find any deviation again we return it to the operation team or cancel those questions. After finishing the logic check we do the analysis. For data analysis we use Microsoft Excel, SPSS etc.

Step 5: In the final step we make the final analysis report as per client requirement. It may be in SPSS, Microsoft Excel, Microsoft Access and Microsoft PowerPoint. Then we provide those database to the researcher and the business development department for handover to the client.

Job responsibility:

I am working as a senior executive at IRC from September 2013. My core job responsibility is to do data analysis and logic check of the database. My detail job responsibilities are given below:

- ✓ Internally brief Field Team, Data Processing Team and Field Work Control Team on project concepts & requirements.
- ✓ During field work ensure data quality through field visits.
- ✓ Quality logic Checking of Data
- ✓ Data Cleaning
- ✓ Data analysis
- ✓ Generate outputs/tables/charts etc. Prepare PowerPoint slides

Project Work:

Introduction:

Telecom is a fast changing dynamic sector. Continuous change in technologies and opportunities created by such change and consequent impact on the customer/user necessitates changes and adaptation of policies in the sector. Countries which respond timely and appropriately to such change grow successfully whereas others who fail. Lag behind, remaining trapped in the vicious circle of poverty and under-development.

Bangladesh being a developing country is fast trying to catch up with the developed world, and adapt its policies. In response to changing needs, opportunities and requirements in different sectors. Including the telecom sector.

Due to the inherent dynamism of the telecom sector and the speed with which the change is taking place therein. There is a convergence of technologies of knowledge. Expertise, experience and of policies and strategies to achieve defined policy objectives.

In order to materialize the strategic vision behind liberalization of the telecom sector the Bangladesh Govt. announced the national Telecom Policy 1998, with the main objective of creation of an environment of competition by establishing market oriented regime. Appropriate sets of regulations standards, procedures, conditions and investment climate so that the users have multiple choices for access to networks and market of different services, systems and carriers at a competitive and reasonable price. With a view to ensuring a level playing field for all operators in multi-operator environment, the Government in pursuance of the Bangladesh Telecom Act (BTA) 2001 established in July 2001. The Bangladesh Telecom Regulatory Commission (BTRC) which started its operation from 31st January, 2002. Previously, the Govt's Telecom Department BUB, as per the Telegraph Act 1885 had the exclusive privilege of acting both telecom operator and regulator until 1995.

Presently there are seventeen operators in Bangladesh. Among these six are mobile operators and others are PSTN operators. The PSTN operators are Rankstel, Onetel. BanglaPhone. Jubok Phone. Peoples Telecom. National Telecom.

Methodology:

To define any research problem and give a suitable solution for the problem, a sound research plan is inevitable. Research methodology underlines the various steps involved by the researcher in systematically solving the problem with the objective of determining various facts.

Research Design:

A research work will be successful, only with a sound research design. The research design for the purpose of the study is Analytical in nature.

The major purpose of analytical research is to analyze the state affairs as it exists at present. Analytical research includes survey and in-depth analysis of variables. The research plan calls for gathering primary and secondary data. The Sampling Method adopted for the present study is Simple Random Sampling.

Methods of Data Collection:

In this research, the collection of data is from various sources and the two types of data.

Primary Data

Secondary Data

Let's know about all the methods of data collection:

Primary Data: Primary data collection was mainly done through questionnaires, direct interview. The respondents were approached personally and were requested to fill up the questionnaire.

Research Instrument: The instruments adopted for the primary data collection is through “QUESTIONNAIRE”.

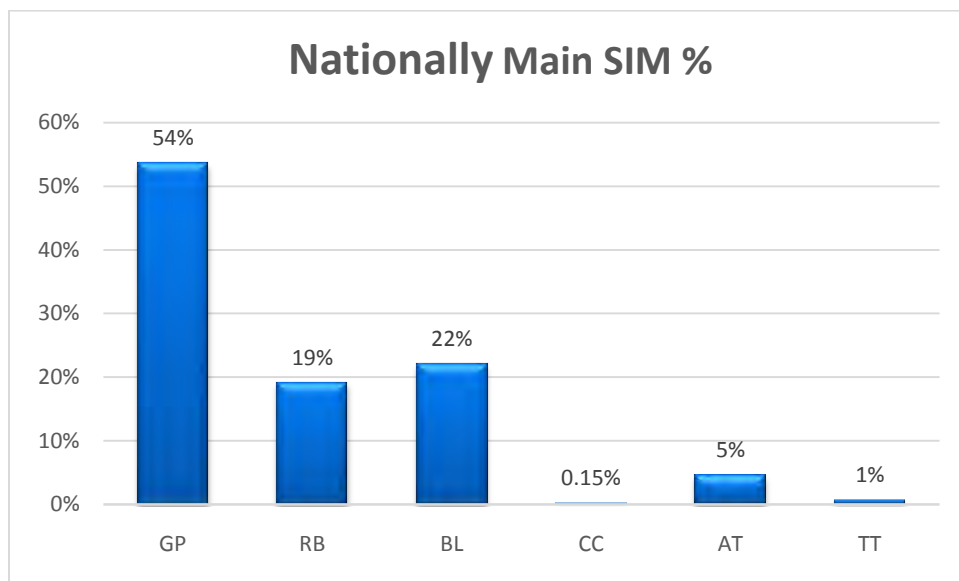
Sampling plan: Sampling plan includes sampling unit used in the survey. It also includes the sampling size and the sampling procedure used for the survey. Sampling plan consists of two kind of sampling unit and sampling size. The sampling unit is the Mobile phone user whose age more than 15 years and the sampling size was selected based upon simple random sampling. For the purpose of study 92243 samples are taken.

Sampling Frame: The study has been carried out all over the country.

Analysis Data: Data's are analyzed through analytical statistics using Numerical Methods are tested.

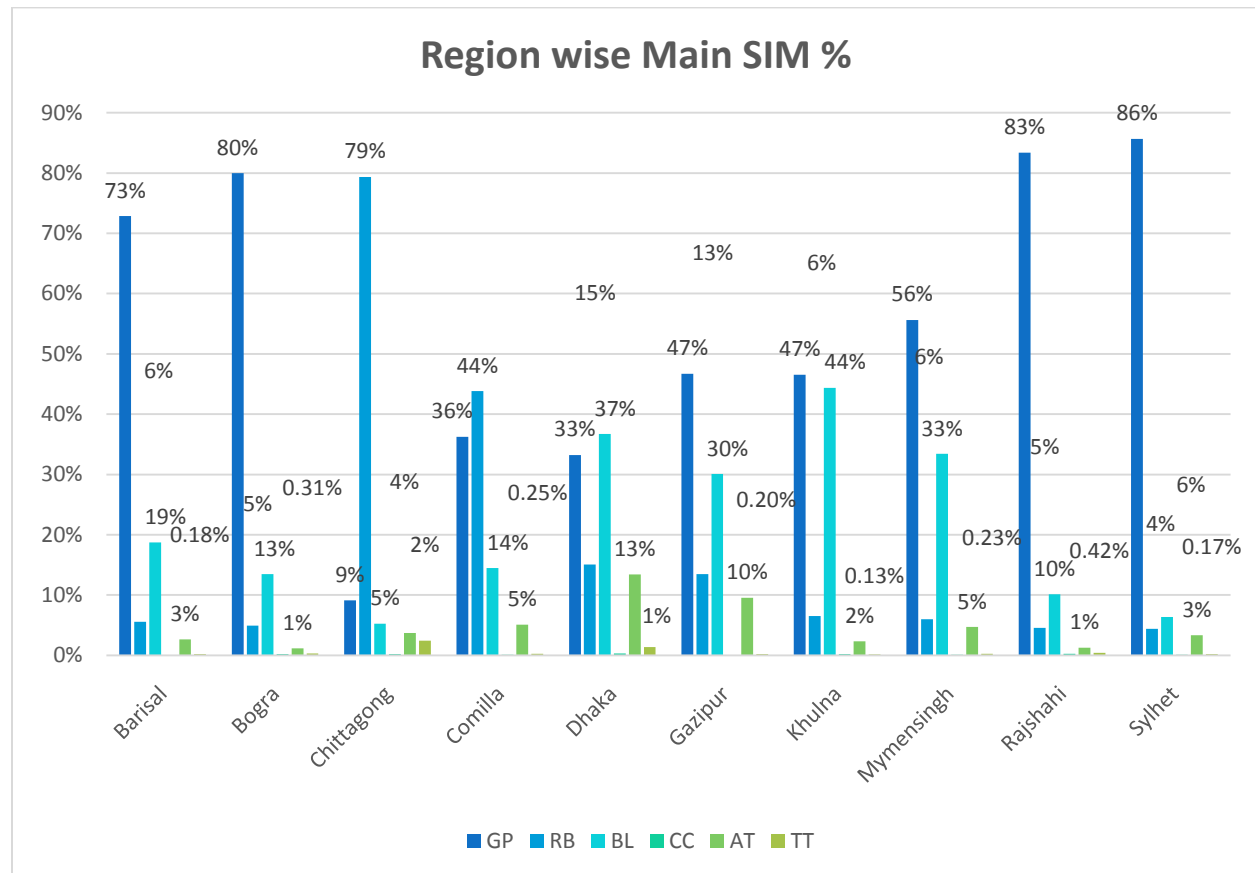
Presentation Data: Percentage method, tables and charts are used to present the data.

Analysis Part:

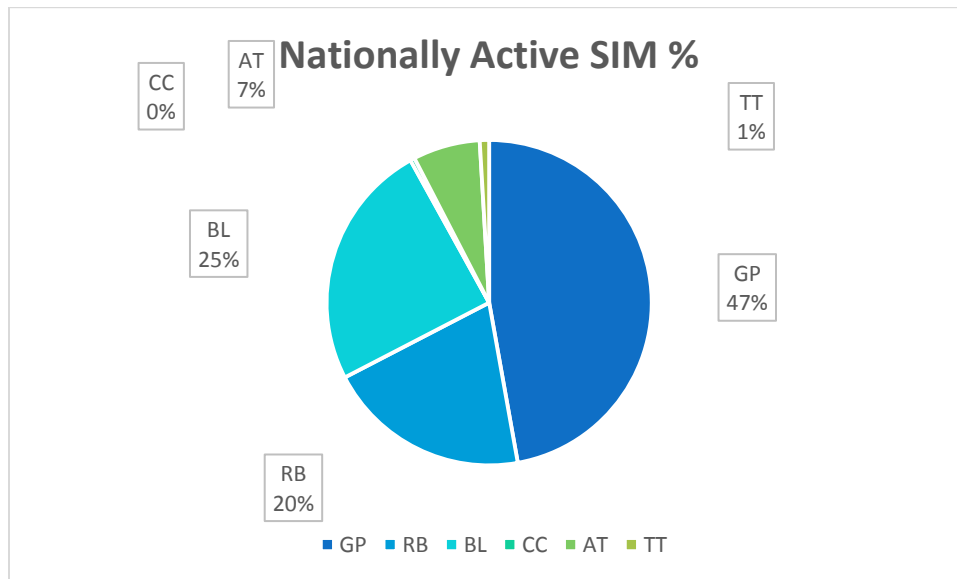


Description: In this project main SIM means a respondent who spend more money in a particular SIM. For example, a person have two SIM. One is Grameenphone and another is ROBI. He spend 300 taka in Grameenphone and 200 taka in ROBI. In this case Grameenphone considered as his main SIM. In our analysis we found that nationally 54% people use Grameenphone as their main SIM. It represents that they are the market leader in the telecommunication sector. Banglalink is in the second position with 22% market share and ROBI

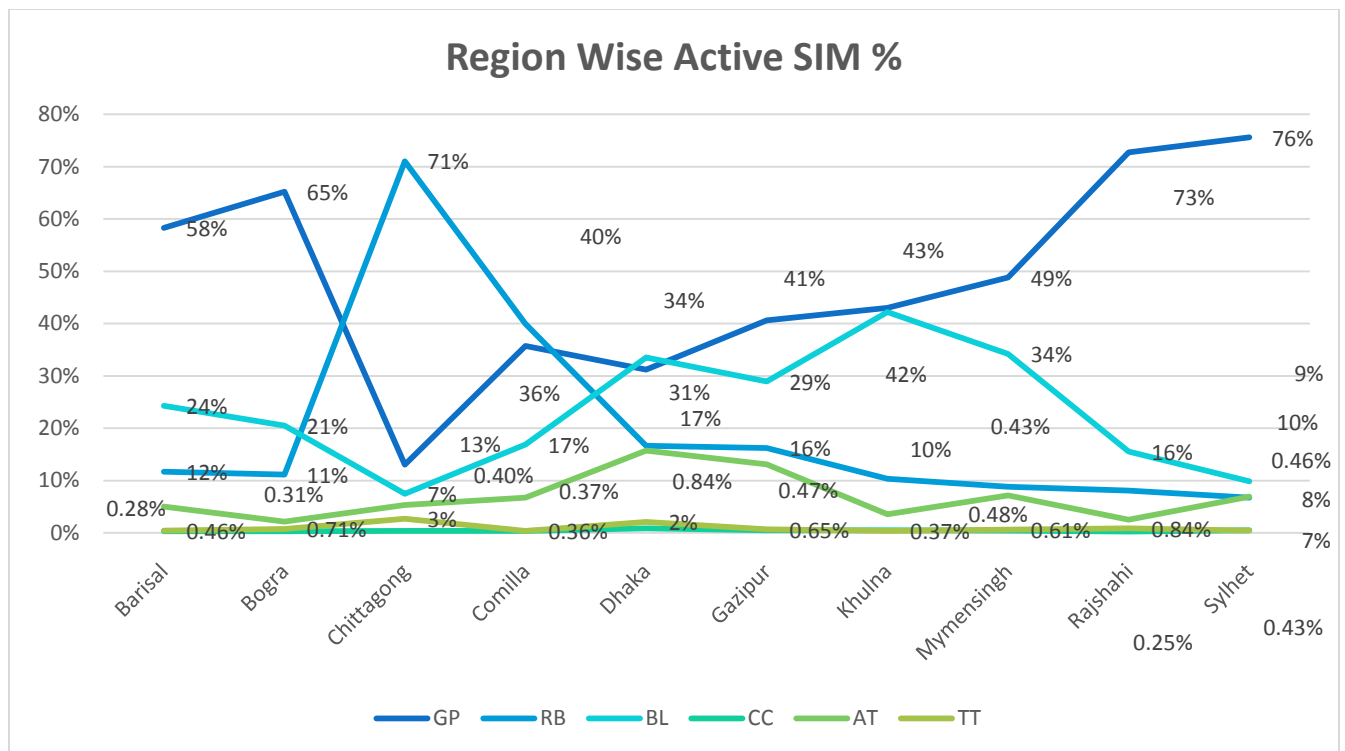
is in the third position with 19% market share. Other three operators like Airtel, citycell and TeleTalk acquire only 6.15% market share.



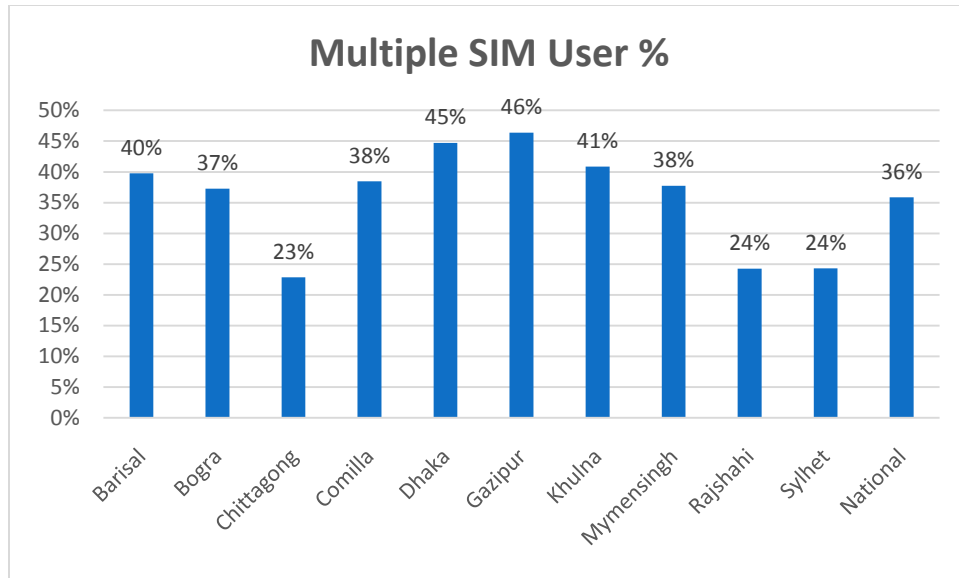
Description: In this part we try to find out region wise market share of the operators. For the purpose of the study we divided the whole country in 10 regions. Among this 10 regions we see that Grameenphone holds the leading position all the regions accept in Dhaka, Chittagong and Comilla region. In this two region ROBI is the market leader with 79% market share in Chittagong and 44% market share in Comilla. Where Grameenphone has only 9% market share in Chittagong and 36% market share in Comilla. Grameenphone has highest market share in Sylhet region with 86% market share. In Khulna region and Dhaka region there is a close completion between Grameenphone and Banglalink. In Khulna region Grameenphone has 47% market share and Banglalink has 44% market share. In Dhaka region Grameenphone has 33% market share and Banglalink has 37% market share. Airtel has market share 3% to 5% in all regions but in Dhaka region they have 13% and in Gazipur region they have 10% market share. In Bogra and Rajshahi region Grameenphone dominating with 80% and 83% market share.



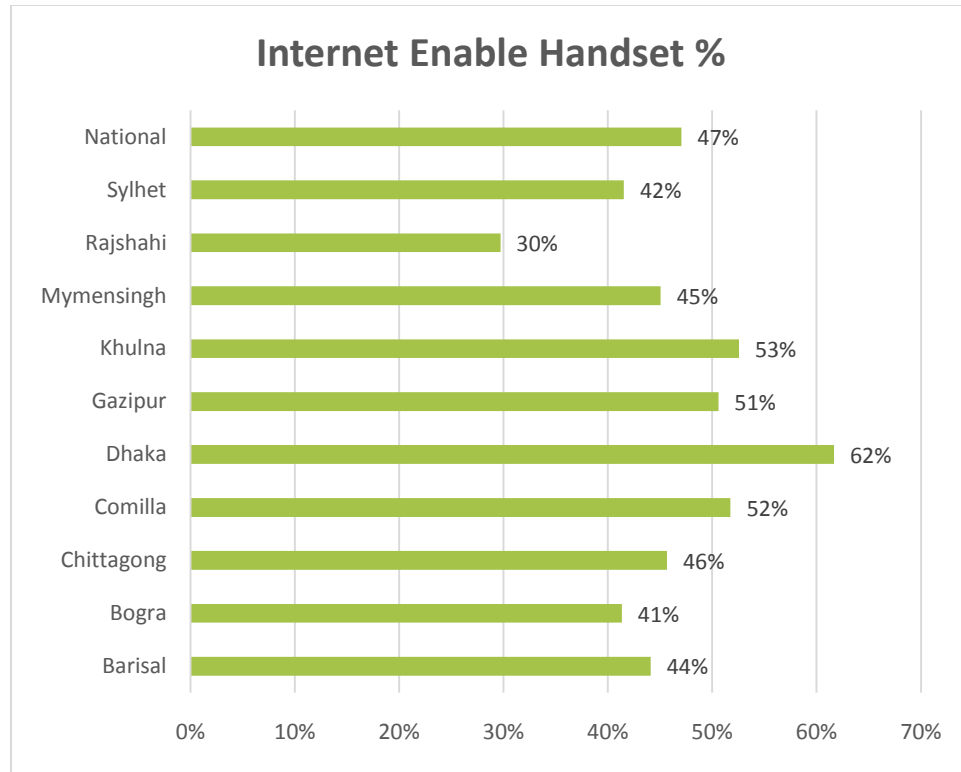
Description: A respondent who use a SIM once in last 30 days is considered as an active SIM. As we know that Grameenphone is the market leader so they have the highest active SIM in the market which 47% nationally. As like market share in this case Banglalink is in second position with 25% active SIM and ROBI is in third position with 20% active SIM. Though Airtel has only 5% market share but they have 7% active SIM nationally.



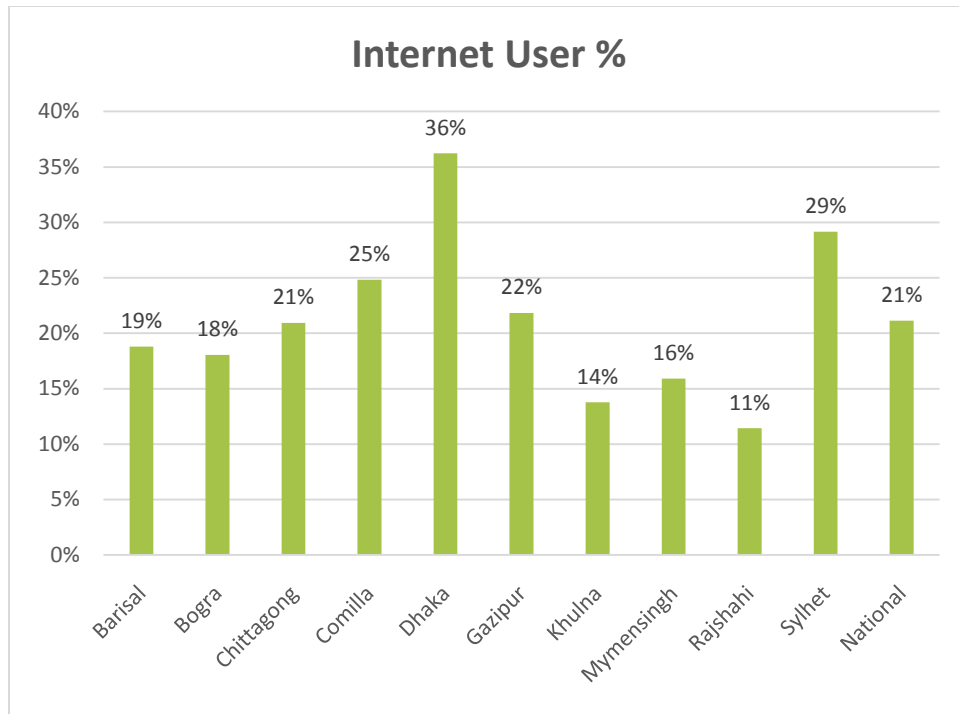
Description: In region wise active SIM the findings is same as region wise main SIM %. Grameenphone is in the leading position accept Chittagong and Comilla region. In this two region ROBI is the market leader with 71% active SIM in Chittagong and 40% active SIM in Comilla. In Dhaka region Banglalink has more active SIM than Grameenphone which is 34% and Grameenphone has 31% active SIM. Here the trend is same as main SIM. But in Khulna region though Banglalink is the market leader but Grameenphone has little bit more active SIM than Banglalink. In Sylhet region Grameenphone has 76% active SIM which is highest among all 10 regions.



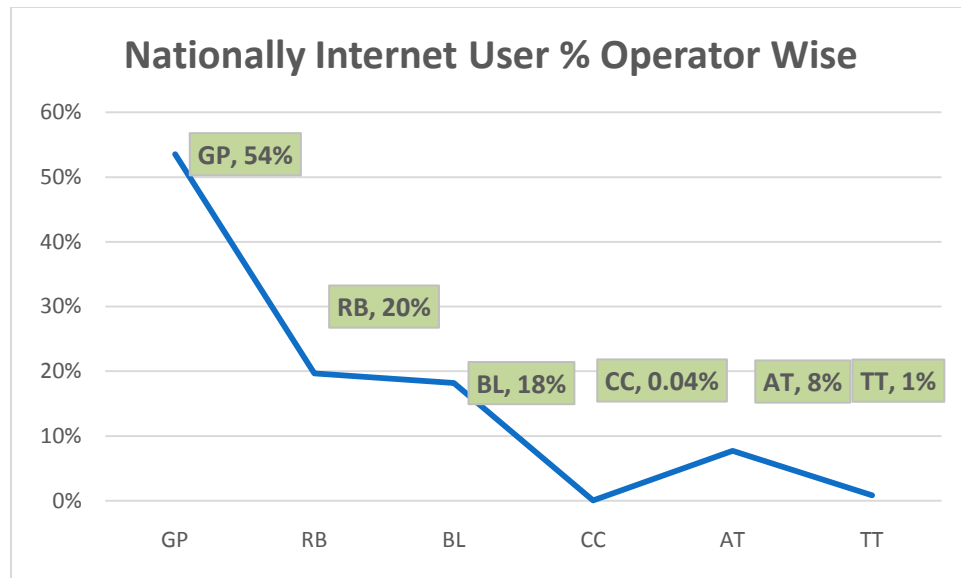
Description: A respondent who use more than one SIM is considered as a multiple SIM user. Nationally 36% people use more than one SIM. Number of multiple SIM user in Gazipur is 46% which is the highest. Dhaka region is in the second position. But in Chittagong, Rajshahi and Sylhet region comparatively multiple SIM user is lower than other region. In this three region multiple SIM user is less than 25%. In this three region only one operator dominating the market. In Chittagong ROBI and Grameenphone dominating in Both Rajshahi and Sylhet. Other operator's presence is lower so people use only one SIM in this three region.



Description: In this study we try to find out the how many people using internet enable handset. Nationally 47% people are using internet enable handset. Dhaka region is in the leading position where 62% people using internet enable handset. Khulna region is in the second position with 53% and Comilla region is in the third position with 52%. In this two region people got smart phone from their relatives who are living outside of the country. Though Chittagong is the commercial capital but here 46% people using internet enable handset. In Rajshahi region only 30% people are using internet enable handset due to their economic condition and geographical location. More than 70% people are living in rural areas in Rajshahi region. In other regions the number of people who are using internet enable handset is close to the national percentage.



Description: Nationally 21% people are using internet through mobile operators. In Dhaka 36% people are using internet through mobile operators. Sylhet region is in the second position where 29% people are using internet. In Rajshahi region only 11% people use internet because here people are using basic phone and we find that only 30% people have internet enable handset so it's natural that they are not able to use internet through mobile phone. But surprisingly in Khulna region 53% people are using internet enable handset but only 14% people are using internet through mobile operators. The reason may be they prefer broadband line or they are not much aware about internet data package.



Description: In internet service facility Grameenphone is in the leading position where 54% people use Grameenphone internet in mobile. Here ROBI is in the second position while they are in third position in terms of main SIM and active SIM. People use more ROBI internet service rather than Banglalink. 20% people use ROBI internet while 18% people using Banglalink Internet service.

Findings:

1. Undoubtedly Grameenphone is the market leader in the telecommunication sector.
2. Grameenphone dominating in Barisal, Bogra, Rajshahi, Sylhet, Mymensingh and Gazipur region.
3. ROBI is dominating in the Chittagong and Comilla region. On the other hand Banglalink is dominating in Dhaka and Khulna region.
4. Airtel has most market share in Dhaka region rather than other nine regions.
5. Citycell and TeleTalk are in declining position.
6. Though people are using internet enable handset but Mobile Internet user is still low.
7. Mobile internet users are comparatively lower in rural areas.
8. Though Banglalink is in the second position in the market but people prefer ROBI for mobile internet than Banglalink.

Recommendations:

1. Grameenphone need to take special care for gaining market share in Chittagong and Comilla region.
2. Grameenphone should continue their activities to maintain their dominance accept Chittagong and Comilla region.
3. Banglalink need to maintain their effort to retain the position otherwise they will Lose their position to ROBI.
4. ROBI has to work in Barisal, Bogra, Rajshahi, Sylhet and Khulna region because they have market share in those regions is below 10%.
5. Banglalink should work for their internet package.
6. Citycell need to change their CDMA technology to sustain in the market place otherwise they have to shut down their business.
7. All operators need to take special care for mobile data. It's a huge opportunity for them because now people easily get internet enable handset.
8. With 3G and provision of data services, we expect mobile telecom sector to continue to be the highest contributor in to FDI.

Limitations of the Study:

In spite of my untiring effort, I guess there may be still some shortcoming prevailing in the report due to:

- Respondents may not give an accurate data.
- Busy nature of respondents.
- Respondent's bias towards the certain Telco operators.
- Lack of response from customers & resistance.

Despite these limitations I tried my best to collect necessary data and information that have been analyzed in the subsequent section.

Conclusion:

The sector of telecommunication industry in Bangladesh is emerging day by day. Though there are some problems in the sector of telecommunication in Bangladesh, there are some prospects also have. If all telecom operator come in one platform for giving better service to all types of subscribes, then total industry will able to earn more profit and confidence of general subscribers.

The buyer is powerful in the industry, but since the market is growing largely, it will be easy for the company to hold its own share. Because of poverty the population will be unlikely to avail the switching cost. And this also reduces the risk of high availability of substitutes. The supplier is not powerful in this case which is a plus for the company and the company can play with the price to keep the production cost low. Since the market is yet to be matured and growing very fast. I assume that the suppliers companies am also increasing. Some multinational companies are showing their interest to enter into the market. This can lead some new suppliers to arrive into the market and make the environment more competitive. So at some stage the bargaining power of the suppliers will become very low.

So from the above discussion, it can be said that the Bangladesh telecom market has a lot of potential to offer considering strategically ignorable or somehow alterable threats. The market looks very potential and prospective. Lots of opportunities are waiting.

References:

1. <http://www.ircltd.com.bd/>
2. Research report on overview of mobile telecommunication industry of Bangladesh by
Imtiaj ijaz ahmed Dhaka University